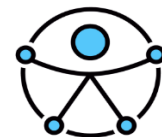




COMUNE DI GENOVA

Inclusive and Smart Tourism Destinations:



Strategies for Innovation

**International Conference – Genoa, Italy
18 June 2026**

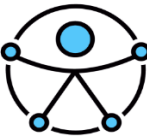
Accessibility is a central element of any responsible and sustainable tourism policy. It improves the quality of experience for all visitors and enhances the competitiveness of destinations

UN Tourism – Recommendations on Accessible Tourism for All





GENOVA: CRITICAL COMPLEXITY AS A STRATEGIC ASSET

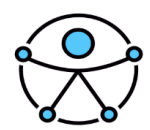


Genoa is a complex city, but complexity is exactly what makes it unique

Diversity is our strength

Not fragmentation, but a need for coordination





GENOA: CRITICAL COMPLEXITY AS A STRATEGIC ASSET



COMUNE DI GENOVA

What appears as a criticality is, in fact, Genoa's greatest strength.

The city's **unique physical configuration**, stretched between sea and hills, has shaped a **highly diversified and stratified tourism offer**.

A **dense historic centre**, layered over centuries

A network of **museums and theatres** embedded in historic buildings

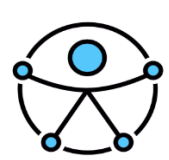
A rich calendar of **cultural and sporting events**

A strong **seaside offer** integrated into the urban fabric

An extensive **outdoor and nature offer**, immediately connected to the hinterland

This **complex urban morphology**, with different levels, systems and forms of urbanisation, generates **challenges for accessibility**, but at the same time makes Genoa a **distinctive, authentic and unrepeatable destination**.





MANAGING ACCESSIBILITY IN A GROWING AND COMPLEX DESTINATION



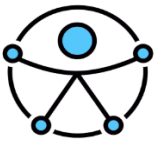
COMUNE DI GENOVA

The rapid **expansion of tourism**, combined with Genoa's **highly diverse and articulated urban and cultural system**, has made the governance of accessibility improvement processes **particularly complex**.

The **variety of contexts, typologies of attractions and levels of urbanisation** has required **differentiated and site-specific interventions**, often developed at different times and scales. This has resulted in a **heterogeneous pattern of actions**, reflecting the complexity of the city rather than a lack of commitment.

This scenario highlights the need for a **more integrated and coordinated approach**, capable of connecting existing initiatives, reducing fragmentation and transforming local interventions into a **coherent accessibility strategy at destination level**.





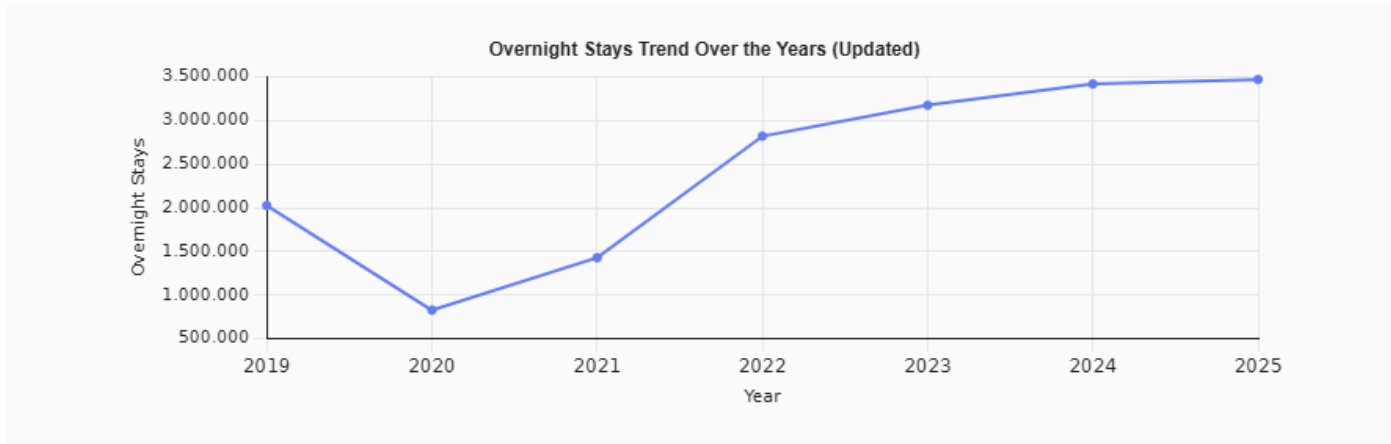
OVERNIGHT STAYS



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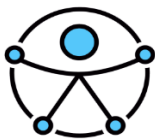
3.500.000 OVERNIGHTSTAYS

+ 51 % compared to 2019



Year	2019	2020	2021	2022	2023	2024	2025
Overnight Stays	2.025.543	828.444	1.427.934	2.819.691	3.173.798	3.416.517	3.468.499





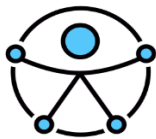
BUILDING AN ACCESSIBLE AND INCLUSIVE FUTURE



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- **The Genoa P.E.B.A. (Plan for the Elimination of Architectural Barriers)** has been developed in a geographically complex city, characterised by layered urbanisation along a narrow strip of land between the sea and the mountains; the plan designs and implements continuous, long-term interventions to progressively improve accessibility across the urban environment. **Georeferenced accessibility mapping (PEBA)** identifying physical, sensory and perceptual barriers across the city. **Building on the PEBA framework, the Municipality adopts a 15-Minute City approach,** aimed at improving access to services, tourist attractions and public spaces for both residents and visitors.
- **The FUNT Genova4all project enhances accessibility in the old town,** including civic museums and key artwork. Intervention on **Museums accessibility** for different kind of disabilities. Barrier-free infrastructure; Genoa (Italy): Genova4all project provides easier access for people with disabilities.
- **A comprehensive mapping of the accessibility conditions of hotels, restaurants and attraction was conducted** in collaboration with the Disability Manager, Civil Protection, the Municipal Disability Council, and the internal Accessibility Working Groups of the Municipal Administration. The results of this study were subsequently incorporated into the regional projects “Accessible Seaside Guide” and “Accessible Hospitality Guide.”

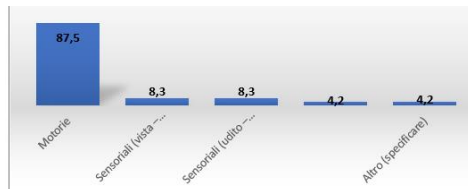




TOURISM ACCESSIBILITY ACCESSIBILITY MAPPING STUDY – KEY FINDINGS



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1. Market share & main attractors Tourists with accessibility needs represent **only 5%** of total demand

2. Information and data gaps **Fragmented and non-uniform accessibility information**
Limited digital communication Most attraction websites provide accessibility information **only in Italian**

3. Accommodation – focus on motor accessibility **87.5%** of hotels have adapted rooms for guests with **motor disabilities** Limited attention to **sensory (visual, hearing) and cognitive needs**

4. Accommodation – sensory and cognitive services **Only 8%** of hotels provide in-room services for sensory accessibility **Only 4%** address cognitive and relational accessibility needs

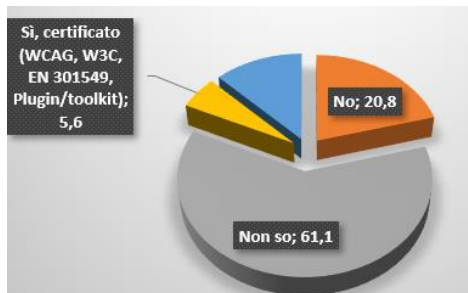
5. Overall accessibility criticalities

Physical accessibility: uneven levels, architectural barriers in historic sites

Sensory accessibility: lack of tactile maps, sign language, inclusive audioguides

Cognitive accessibility: absence of Easy-to-Read materials and pictograms

Digital accessibility: **only 5.6%** of tourism websites comply with accessibility standards





TOURISM ACCESSIBILITY CULTURAL FOR ALL



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The City of Genoa has implemented a comprehensive programme of interventions aimed at making municipal museums more inclusive.

The plan combines the physical removal of architectural barriers—through a scheduled programme of works across all museum buildings—with initiatives designed to ensure inclusive access to cultural content.

Examples of these actions include:

- **Villa Croce Museum:** removal of architectural barriers;
- **Galata Maritime Museum:** tactile reproduction of Christopher Columbus for inclusive exploration;
- **Palazzo Rosso:** a three-dimensional multisensory model illustrating Via Garibaldi, its museums and the Palazzi dei Rolli, a UNESCO World Heritage Site;
- **Pegli Archaeological Museum:** QR codes providing accessible cultural content for blind and visually impaired visitors;
- **Sant'Agostino Museum and the Gallery of Modern Art:** quiet rooms dedicated to relaxation and to reducing sensory overload and information fatigue;
- **Chiossone Museum of Japanese Art:** 3D modelling of samurai artefacts to enable digital access while also supporting improved conservation of the original objects;
- **Staglieno Monumental Cemetery:** digitalisation of heritage assets with the possibility of remote access;
- **Palazzi dei Rolli:** virtual tours enabling remote and inclusive exploration;
- **VisitGenoa App:** multilingual audio guides covering all major tourist attractions;
- **“I Cieli di Genova” project:** virtual reality experiences accessible remotely.





TOURISM ACCESSIBILITY CULTURAL FOR ALL

Quiet Room: Architetture per la decompressione sensoriale

Spazi sicuri a Strada Nuova, GAM, Berio e Sant'Agostino per il contrasto al sovraccarico cognitivo.

Isolamento Acustico:
Assorbimento dei riverberi e azzeramento dei rumori d'ambiente.



Luce Soffusa Adattiva:
Illuminazione calda e modulabile per evitare stimoli aggressivi.

Arredi Ergonomici e Morbidi: Tessuti naturali e sedute che accolgono il corpo, offrendo rifugio e calma.

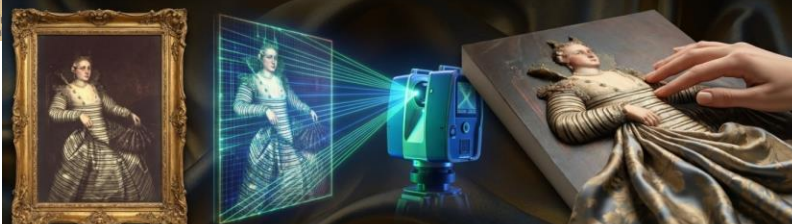
Libertà di Pausa: Un ambiente protetto per visitatori neurodivergenti o chiunque necessiti di ristabilire l'equilibrio sensoriale.

• Scanning and Digitalization of Artifacts

Involvement of innovative startups for the digital scanning of a number of artifacts (Samurai armors) and the development of digital twins to be used for example as input for 3D models.

Progetto FUNT: La sinestesia tra innovazione e tradizione tessile

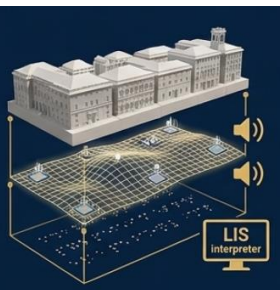
Nuovi apparati didattici a Palazzo Rosso e Palazzo Bianco, finanziati dal Fondo Unico Nazionale per il Turismo.



1. La Via Aurea (Strada Nuova)

Il Progetto: Plastico tiflodidattico dell'assetto del Cinquecento.

I Layer: Stampa 3D sensorizzata + Attivazione Audio al tocco + Video guida LIS sincronizzata su monitor.



Key Interventions

- La Sala Multimediale: Riordino spaziale, nuove maquette (inglese/LIS), podcast tramite QR code e postazioni ludiche per bambine/i con disabilità cognitive.
- Wayfinding & Grafica: Mappe tattili per l'orientamento, piani in assonometria, grafiche ottimizzate per daltonici e ipovedenti (font EasyReading).

Focus Point: Il Tocco del Damasco

- Ricostruzione 3D di 3 dipinti iconici (es. Ritratto di dama di Parrasio Micheli).
- Integrazione materica: In collaborazione con i Comuni di Lorsaica e Zoagli, le opere 3D sono completate con veri damaschi, lampassi e macramé storici. Il visitatore tocca letteralmente gli abiti del dipinto.

Pagi



TOURISM ACCESSIBILITY – BEACHES: ACCESSIBILITY STARTS WITH THE AVAILABILITY OF INFORMATION



COMUNE DI GENOVA



GENOVA SEA INCLUSION 01. Spiaggia Janua - Vestima

Municipio VII Ponente, Via Pietro Paolo Rubens 32

Spiaggia solarium attrezzata per persone con disabilità motoria, fragilità, anziani e mamme con bambini con la possibilità di balneazione. La porzione di spiaggia Inklusiva è sita alla base della rampa metallica per garantire la piena accessibilità. L'accesso al mare e ai servizi igienici è garantito dalla presenza di passatoio.



Numero posti: n° 4 - L'allestimento prevede un lettino o una sdraio per l'utente e se disponibile una sedia regista per l'eventuale accompagnatore (massimo uno).

Divieto di balneazione: no
Data apertura spiaggia: dal 15 giugno 2026 al 13 settembre 2026

Orari apertura spiaggia Inklusiva - presenza di salvamento
Dal 15/06/2026 al 13/09/2026 dalle ore 09.00 alle ore 19.00

Prendazione: Nel periodo dal 15/06/2026 al 13/09/2026, sarà possibile prenotare i posti riservati alle persone con disabilità contattando il numero **3762401182**, attivo dalle ore 8:00 alle 16:00 dal Lunedì al Venerdì e dalle 8:00 alle 13:00 il Sabato

L'attrezzatura in dotazione alla spiaggia è composta di:

Numero spogliatoio: 1
Numero ombrelloni/Numero basi ombrelloni: 2
Numero sdraio: 4
Numero sedie regista: 2
Numero sedie job: 1
WC accessibile: 1
WC: 1
Docce fredde: 3
Docce calde: 2 a gettone

Percorso per raggiungere l'Ingresso principale:

Consulta [Google Maps](#) per ottenere indicazioni su come raggiungere il punto di interesse.

La spiaggia è raggiungibile utilizzando il trasporto ferroviario, stazione di Genova Vestima a 250 metri dall'ingresso. E possibile nei mesi invernali, in cui la stazione è chiusa, utilizzare il trasporto pubblico da Voltri tramite la linea n.708.

Genova Sea Inclusion is a free service available at eight municipal beaches equipped with accessible facilities—including adapted sunbeds for people with motor disabilities, umbrellas or gazebos, PVC walkways connecting the beach to toilets, **showers and changing rooms, and JOB or SAND&SEA beach wheelchairs**—to ensure safe and independent access to the sea for everyone; the first level of accessibility is guaranteed through clear and detailed information, with comprehensive beach fact sheets published on the City of Genoa's official website:

<https://www.comune.genova.it/servizi/salute-benessere-e-assistenza/spiagge-inclusive-genova-sea-inclusion> .

Information is available on how to get there, parking, toilets and available services, **with lifeguard service and trained specialised staff guaranteed.**



COMUNE DI GENOVA

MUNICIPIO VII PONENTE

L'accesso alla spiaggia Inklusiva avviene da Via Pietro Paolo Rubens ed è facilitato dalla presenza di una rampa fissa a norma.

Parcheggio:

A 150 m dall'ingresso alla spiaggia sono presenti parcheggi, raccordati tramite attraversamento pedonale. Davanti all'ingresso del bar Café de Mar è presente un parcheggio riservato a persone con disabilità munite di Contrassegno Unificato Disabili Europeo (CUDE), raccordato all'ingresso tramite percorso pedonale privo di barriere architettoniche.

Accessibilità per utenti con disabilità motoria

L'accesso è garantito tramite rampa fissa lungo Via Pietro Paolo Rubens. All'interno della spiaggia nei mesi di attività sono garantite passatoie per l'accesso al mare, alle docce e ai servizi igienici.

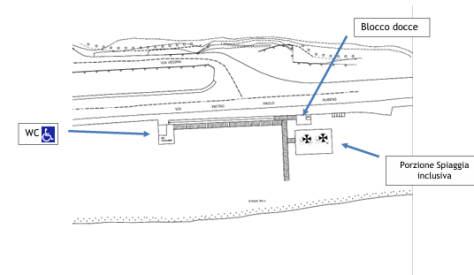
Accessibilità per utenti con altre tipologie di disabilità

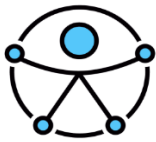
Durante gli orari di apertura sopra specificati, sarà operativo un punto di accoglienza dedicato presso la spiaggia, volto a garantire tutta l'assistenza necessaria

Servizi igienici

In prossimità della porzione destinata alla spiaggia Inklusiva sono presenti docce e servizi igienici. Il servizio igienico riservato alle persone con disabilità, dotati di tutti gli ausili essenziali per garantire la sicurezza e l'autonomia delle persone con mobilità ridotta, è ubicato in prossimità dell'adiacente stabilimento balneare ed è collegato con idonee passatoie per garantirne la corretta fruizione

PLANIMETRIA SPIAGGIA





TOURISM ACCESSIBILITY PLAN – DESTINATION GENOVA



COMUNE DI GENOVA

The overarching objective of the Plan is to **make Genoa an accessible, inclusive, and competitive destination**, improving the **overall tourism experience** and ensuring balanced coexistence between visitors and residents.

SPECIFIC OBJECTIVES

The Plan identifies several **operational objectives**, including:

- **Enhancing accessibility of tourism services and products**
- **Improving availability and reliability of accessible information**
- **Strengthening skills and awareness of tourism operators**
- **Increasing satisfaction of visitors with specific needs**

A central principle is that accessibility is not a niche issue, but a **quality standard benefiting all visitors**, improving comfort, safety, and usability of the destination.





GOVERNANCE AND IMPLEMENTATION MODEL

The Plan is based on a collaborative governance model, involving:

- Municipal departments (tourism, mobility, culture, urban planning, disability manager) Tourism operators and businesses
- Associations representing people with disabilities
- Universities and research institutions
- Stakeholder Coordination Table for the allocation and governance of tourist tax revenues

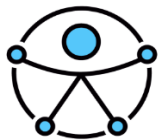
The Municipality plays a central role as:

- Strategic coordinator
- Facilitator of partnerships
- Supervisor of monitoring and evaluation processes

A key principle is participatory planning, based on the approach “Nothing about us without us”, ensuring direct involvement of people with disabilities in the design and evaluation of actions.

Accessibility in Genoa is measurable, collaborative and scalable—creating value for visitors, residents and the tourism sector alike.





EXPECTED IMPACT



COMUNE DI GENOVA

The implementation of the Plan is expected to generate significant impacts at multiple levels

TOURISM IMPACT

- Improved quality and inclusiveness of the tourism offer
- Increased visitor satisfaction and loyalty
- Attraction of new market segments (e.g., senior tourism, accessible tourism)

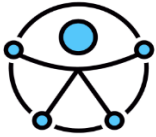
ECONOMIC IMPACT

- Strengthening of the local tourism value chain
- Increased average length of stay and spending
- Development of new professional opportunities

SOCIAL AND URBAN IMPACT

- Enhanced quality of life for residents
- Improved usability of public spaces and services
- Promotion of equity and social inclusion





LONG-TERM VISION

The Plan outlines a long-term vision (beyond three years), positioning accessibility as a permanent structural component of tourism and urban policies.

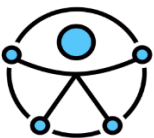
- Accessibility is recognized as:
- A competitive advantage for the destination
- A driver of sustainable economic growth
- A key factor for social inclusion and urban quality

Ultimately, the Plan aims to establish Genoa as a model accessible destination, capable of integrating heritage, innovation, sustainability, and inclusiveness, ensuring a high-quality and seamless tourism experience for all.

The Plan is implemented through **three main intervention lines**, structured over a **three-year horizon**, each associated with specific actions and measurable outcomes

The Plan outlines a long-term vision (beyond three years), positioning accessibility as a permanent structural component of tourism and urban policies.





STRATEGIC LINES OF ACTION



KNOWLEDGE AND TRANSPARENCY 2026

Objective: improvement of communication and information systems

Main Output: “Accessible Genoa” Guide, providing verified and user-friendly information

Development of a fully dedicated web section on “Accessible Genoa

Development of accessible tour guides delivered via WhatsApp, ensuring multilingual content and fully accessible itineraries designed to meet diverse accessibility needs

TRAINING AND QUALITY OF THE OFFER 2027

Objective: Strengthen **skills, awareness, and quality of services** across the tourism sector.

Main Output: Structured training programs for operators

Implementation of accessibility actions addressing different needs, including specific requirements such as gluten-free dietary needs.



QUALITY OF EXPERIENCE AND INCLUSIVE CUSTOMER CARE 2028

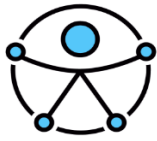
Objective: Consolidate and enhance the overall visitor experience.

Main Outputs:

Accessible Tourism Service Charter

Customer satisfaction monitoring system





A MEASURABLE, COLLABORATIVE AND SCALABLE ACCESSIBILITY MODEL



COMUNE DI GENOVA

For Genoa, accessibility is not an add-on policy. It is a strategic approach to improving tourism quality, urban life and the balance between visitors and local communities.

A measurable, collaborative and scalable process that we are proud to share with other European destinations

Quality

Governance

Scalability

